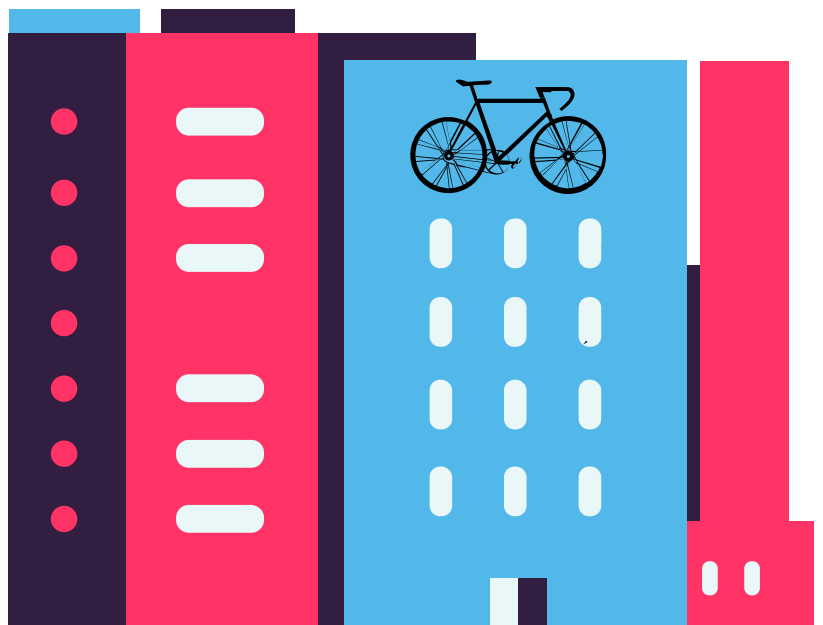


Increase Your Profitability and Customer Success

Toastar Partner Program Paper



Thank you!

Thank you for downloading this Toastar Partner Paper. If you want to be part of this profitable, expanding CTI-business, this is a valuable first step. This document will get you started.

There is so much to be said about the Toastar organization, our solutions, the market and our partner program. Too much to cover in this document. That is why I ask you to reach out to me, let's get to know each other better. Let's walk as partners in business!

Peter Berg

Manager Sales and Marketing Toastar

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About Toastar

Toastar is a state-of-the-art CTI solution that integrates telephony platforms with CRM systems. Our solutions provide an instant 360 degree client view enabling our customers to grow service and business.

Toastar was developed in The Netherlands and is used by small and large organizations around the world, it integrates with top leading CRM, ERP & phone systems. Many Toastar partners provide the solution in addition to their own services.

Toastar integrates with leading systems like



Partner Program

Increase your profitability and customer success. Toastar integrates telephony platforms with CRM systems and provides an instant 360 degree client view when receiving calls. Our solutions helps organizations to boost productivity and improve customer conversations at the point of interaction. Come and join us.

Become a partner

Toastar offers an attractive package for partners who want to grow their business and customer success. When you become a Toaster partner, you set your business apart from competitors and offer more valuable solutions to your customers.

Expand your business

As our partner we provide you with commercial terms, tools, services and support. With these tools you can develop your own go-to-market-strategies that include Toastar solutions.

Put a spotlight on business outcomes

With Toastar solutions you can focus on business value instead of technology discussions. Help your customers overcome business challenges concerning customer experience, sales productivity and increased revenue.

Grow services revenue and margin

By adding Toastar solutions to your propositions, you automatically increase revenue and sales margin with rapid deployment and accelerated time to value for your customers.

More customer successes

Our Toastar experts provide you with the best support to create customer success.



Enjoy the partner benefits

We welcome global system integrators, independent software vendors, resellers and solution providers.

Use Toastar for free

When you become our partner, you get access to Toastar solutions at your organization for free!

Empower your sales team

Our experts will provide your team with sales training and presales support.

Use our marketing assets

The Toastar marketing and sales kit will get your marketing up to speed in no time. Tell us what you need. We will provide it.

Trust our engineers

We provide you with solid technical support, free updates and bug fixes.

Get your share

And of course, you get a good commission of your own customer's revenue.

Make use of additional options

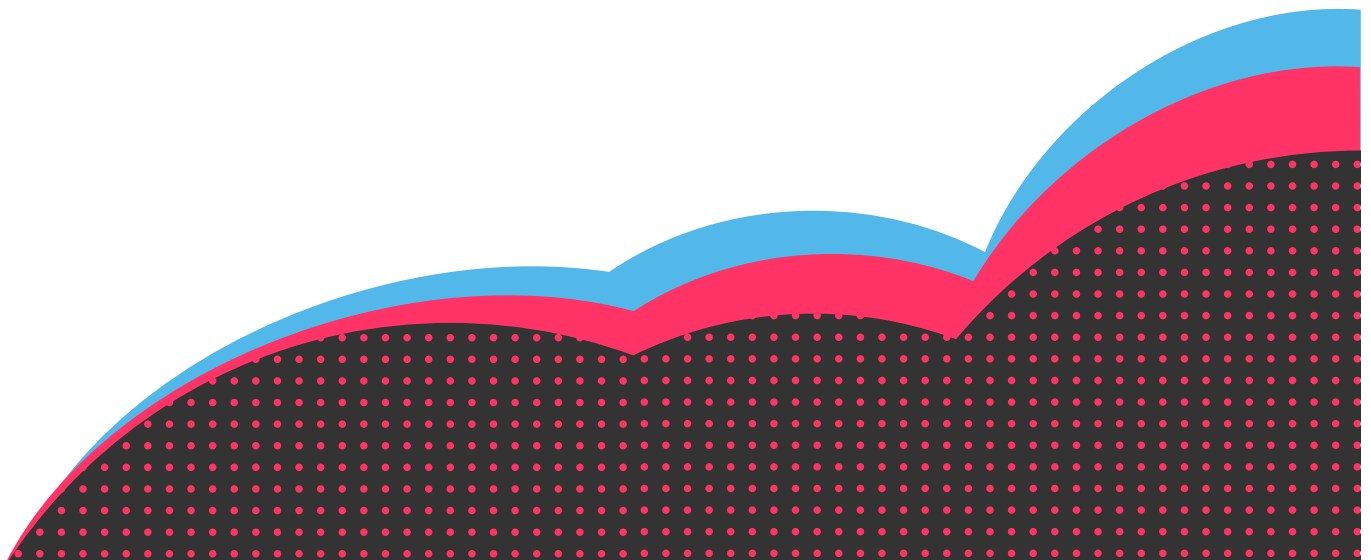
We offer our partners extra options, such as extra CRM and ERP links, extra social connectors, additional technical support and training. All at special partner conditions.

“CTI is very much in demand and we want our piece of this pie. With Toastar we can differentiate our business and offer more value to our customers. Toastar is a true business partner.”

TOPdesk

"It is good to be a Toastar partner. Toastar helps us to grow our business and customer successes. Their experts provide solid technical support and fixes. Great program."

Tele2



Bring your customers the value of Toastar

360 customer view

Increase your customers' productivity and improve customer experience.

One single interface

When receiving calls relevant information is directly displayed from their CRM system in a single interface. They can see all relevant information from their CRM system in real time.

Data from multiple systems

Your customers have information from their own and other systems at their disposal without touching any key. They can put customer information from sources like Clearbit into action.

Mobile app

Enhance your customers' productivity and conversations with the Toastar app. They can see all relevant information and contacts from their CRM system on the go.

Master incoming calls

Put your customer information into action in real-time.

Call identification

Helps customers instantly recognize their customer. Let them see all relevant information from their CRM system in real time.

Call forwarding

Reduce the time wasted navigating across multiple systems. Help customers to easily forwarding an announced call to an internal contact from within the company.

Call logging

Provide customers with an overview of recent conversations. Capture all interactions and enabling seamless note taking synced back to their CRM.

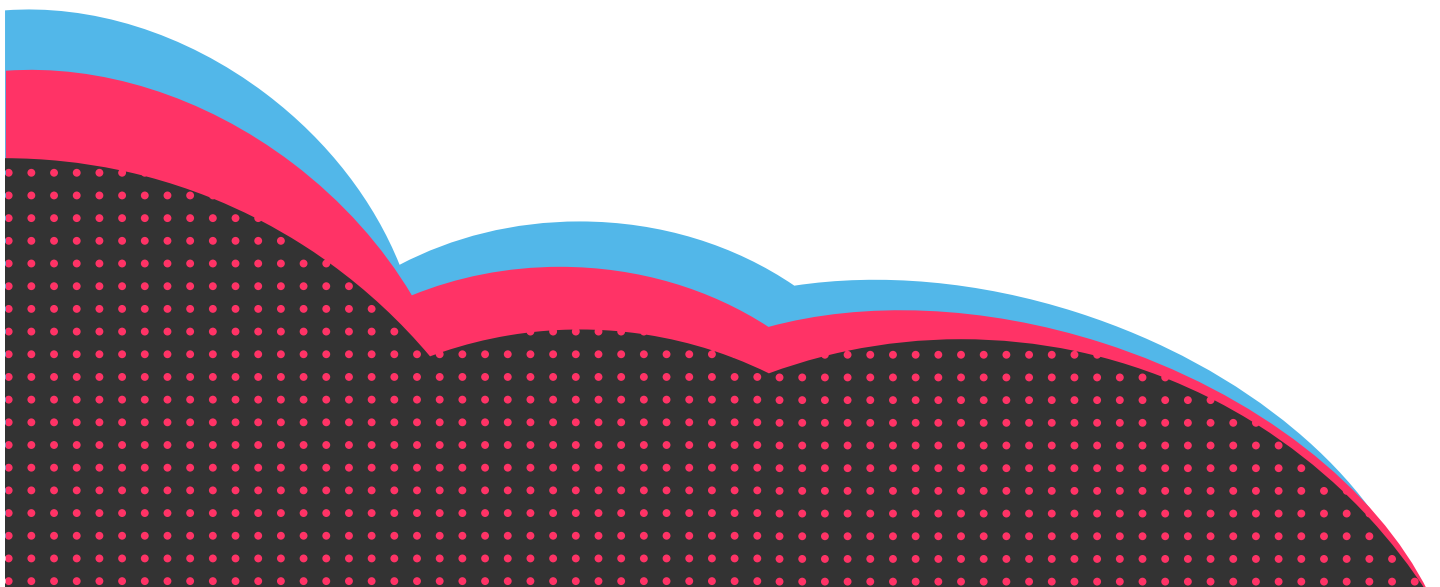
Your investment in the partnership

To become a Toastar partner you pay a one-time entry fee of € 2.999 or € 1.000, depending on the plan. We will sit together to reach an agreement about the implementation of the partnership. The content of this collaboration and our specific support is determined on the basis of shared ambitions and opportunities.

Partner Start Up Package

You get

- One day functional and technical consultancy
- Toastar installation on your hardware as learning on the job
- 50 free licenses for your internal use and demo purposes
- Basic connector
- Pre-sales support
- Sales training
- Your listing on the Toastar website



Advance Plan

Your investment

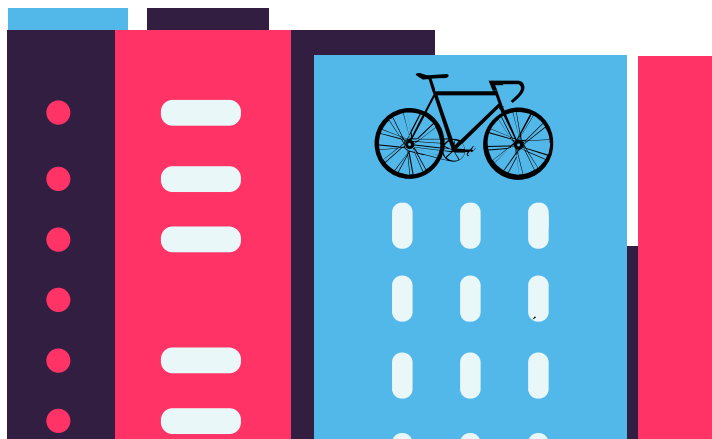
- € 2.999 entry fee for Start Up Package

You provide

- Technical installation
- Hosting on your platform
- System management
- Application management
- Customer support 1st line

You get

- **25% margin on sales**
- User licences
- Basic connector
- Software assurance
- Consultancy and support to you as our partner
- Customer 2nd and 3rd line support (20 calls free)



Saas Plan

Your investement

- € 1.000 entry fee for Start Up Package

You provide

- A SAAS enabled telephony system
- Bubble data access via internet (no VPN)
- Application management
- Customer support 1st line

You get

- **15% margin on sales**
- Technical installation (see price sheet for costs)
- System management
- Application management
- Customer 2nd and 3rd line support (20 calls free)
- Consultancy and support to you as our partner
- Software assurance

All development implementation not included

If you are interested in becoming a Toastar partner, please contact Peter Berg.

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